

2015-16 College/University Flu Vaccination Challenge Campaign Update Webinar

Courtney Londo, Stefanie Cole
MDHHS

Thursday,
January 21,
2016

OUTLINE

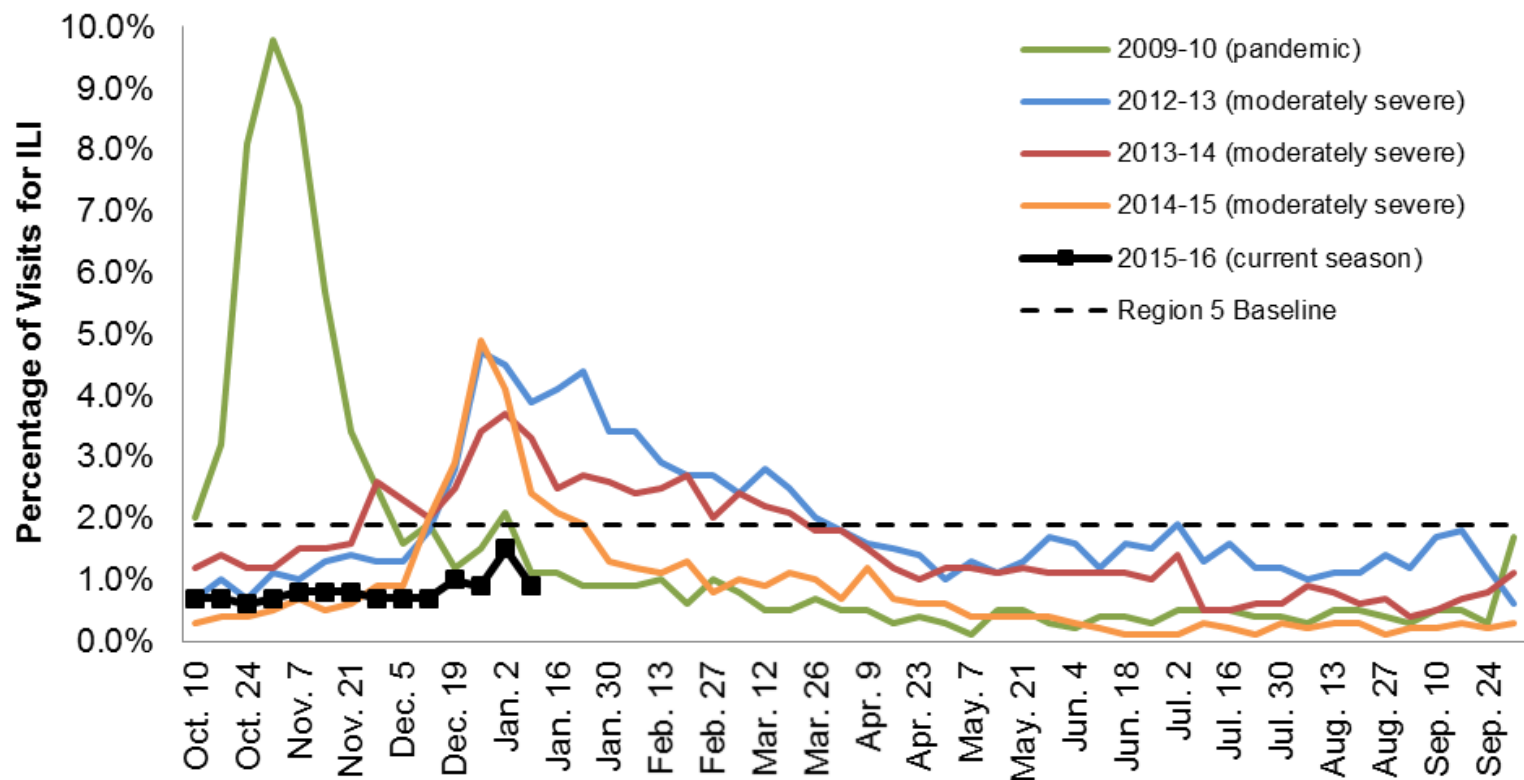
- Flu surveillance update
- Flu Challenge update
 - Challenge promotion & materials
 - Progress update
 - VOTE on leader board options
 - Moving forward
- MDHHS update
- Alana's Foundation update
- Update from enrolled schools

FLU SURVEILLANCE UPDATE

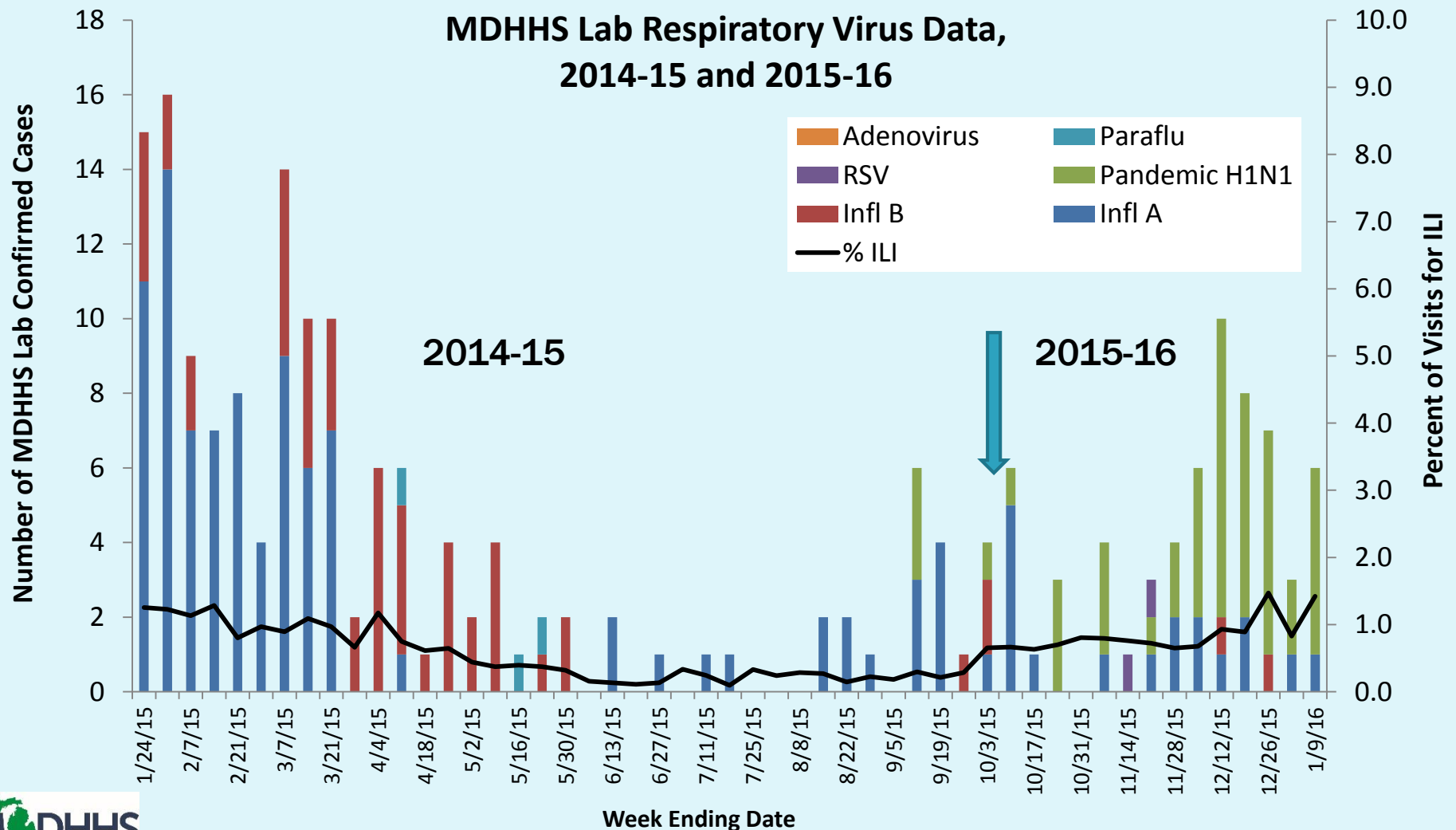
Stefanie
Cole, RN,
MPH

2015-16 MICHIGAN FLU ACTIVITY

Percentage of Visits for Influenza-like Illness (ILI) Reported by the US Outpatient Influenza-like Illness Surveillance Network (ILINet): Michigan, Select Seasons



2015-16 MICHIGAN FLU ACTIVITY



2015-16 MICHIGAN FLU ACTIVITY

Respiratory Virus	# Positive Respiratory Virus Results by Region				Total	# Specimens Antigenically Characterized	# Tested for Antiviral Resistance
	C	N	SE	SW			# Resistant / Total # Tested
2009 A/H1N1pdm	3	1	29	6	39	2* (2 A/California/07/2009-like (H1N1)pdm09**)	1 / 13
Influenza A/H3	4		8	3	15	2* (2 A/Switzerland/9715293/2013-like†)	0 / 5
Influenza B	1		1		2		
A / unsubtypeable				2	2		
RSV			2		2		

*Specimens antigenically characterized by CDC; **A/California/07/2009-like (H1N1)pdm09 is the H1N1 component of the 2015-16 Northern Hemisphere flu vaccines; †A/Switzerland/9715293/2013-like (H3N2) is the H3N2 component of the 2015-16 Northern Hemisphere flu vaccines.

- To date this season: 58 positive flu results
- Compared to 2014-15: 355 positive flu results
 - 334 influenza A/H3N2



2015-16 MICHIGAN FLU ACTIVITY

- 3 pediatric and 3 adult hospitalizations reported via Influenza Hospitalization Surveillance Project (IHSP)

- Sentinel Hospital Network:

Age Group	Total 2015-16 Flu Hospitalizations Reported to Date
0-4 years	3 (SE)
5-17 years	0
18-49 years	6 (1N, 5SE)
50-64 years	3 (SE)
65 years & older	8 (7SE, 1SW)
Total	20 (1N, 18SE, 1SW)

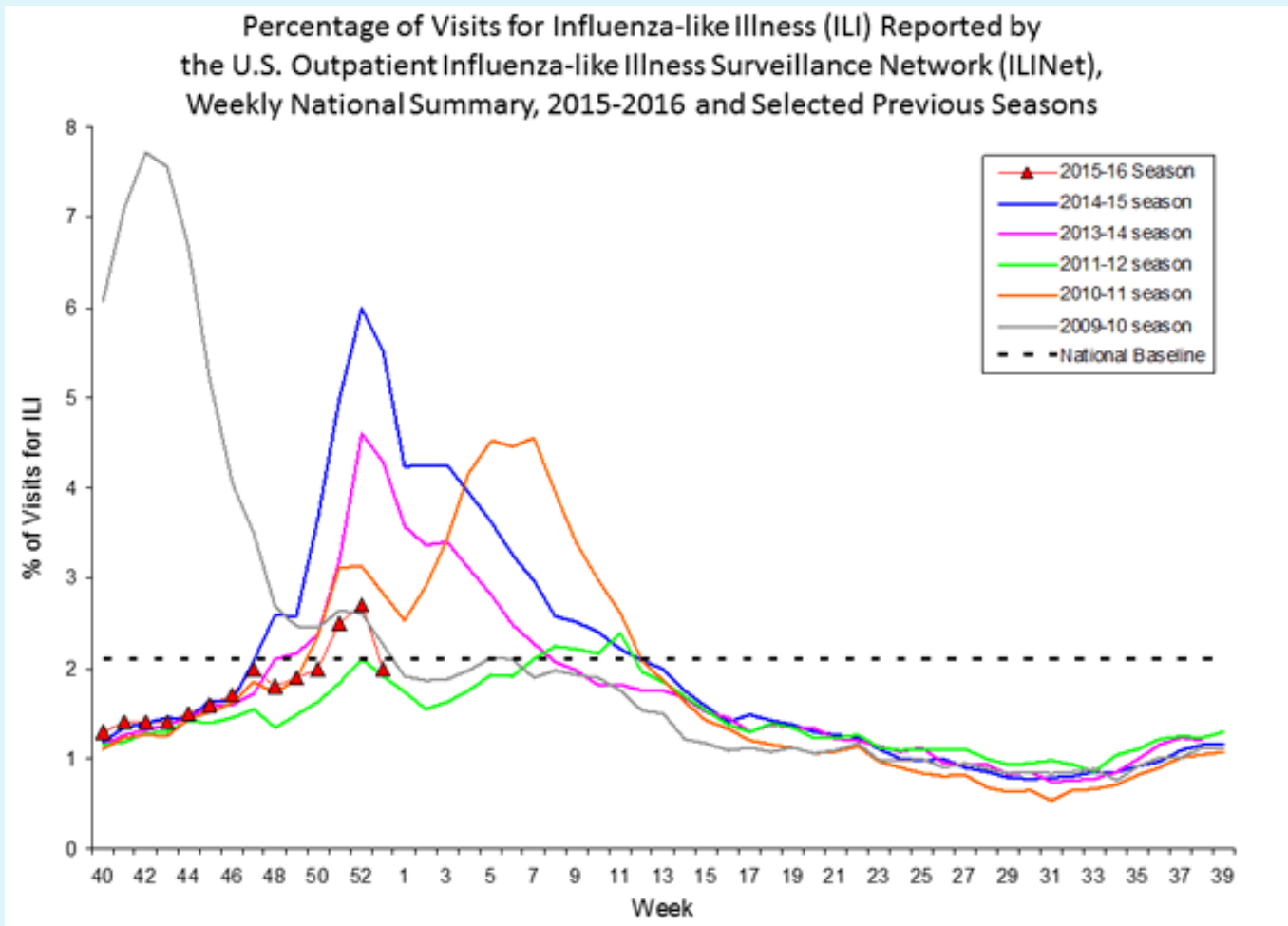
- Compared to 2014-15: **53 pediatric** and **217 adult** hospitalizations reported to IHSP

Total 2014-15 Flu Hospitalizations to Date
17 (14C, 3SE)
25 (24C, 1SE)
38 (7C, 30SE, 1SW)
53 (8C, 43SE, 2SW)
293 (15C, 262SE, 16SW)
426 (68C, 339SE, 19SW)

2015-16 MICHIGAN FLU ACTIVITY

- 2 respiratory facility outbreaks reported to date
 - 1 K-12 school, 1 long-term care facility
- Compared to 2014-15: 93 respiratory facility outbreaks
 - 76 long-term care facilities

2015-16 NATIONAL FLU ACTIVITY

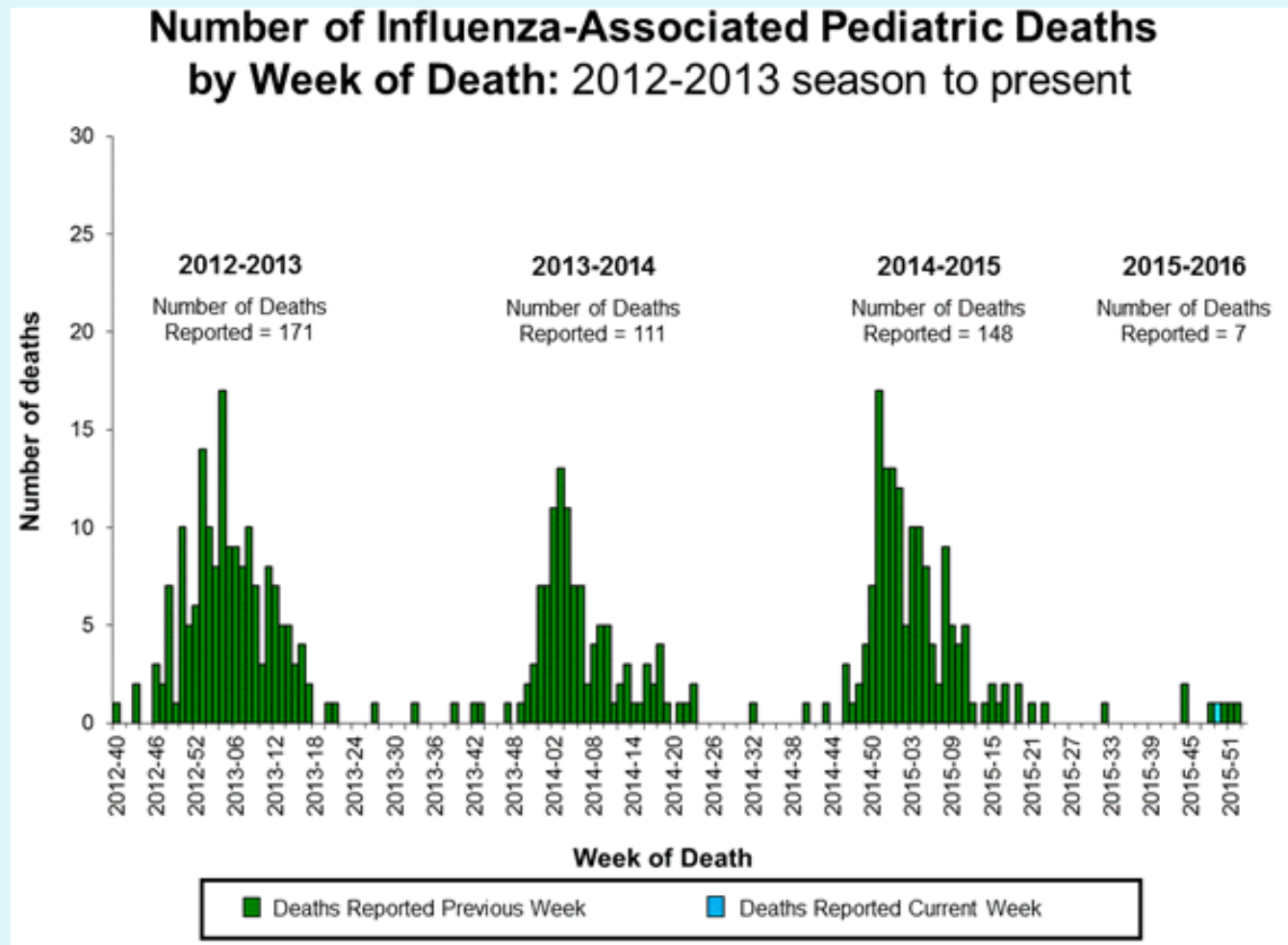


www.cdc.gov/flu/weekly

2015-16 NATIONAL FLU ACTIVITY

2015-16: 7 deaths

- 2 A, not subtyped
- 3 B
- 1 A/H1N1
- 1 A/H3N2

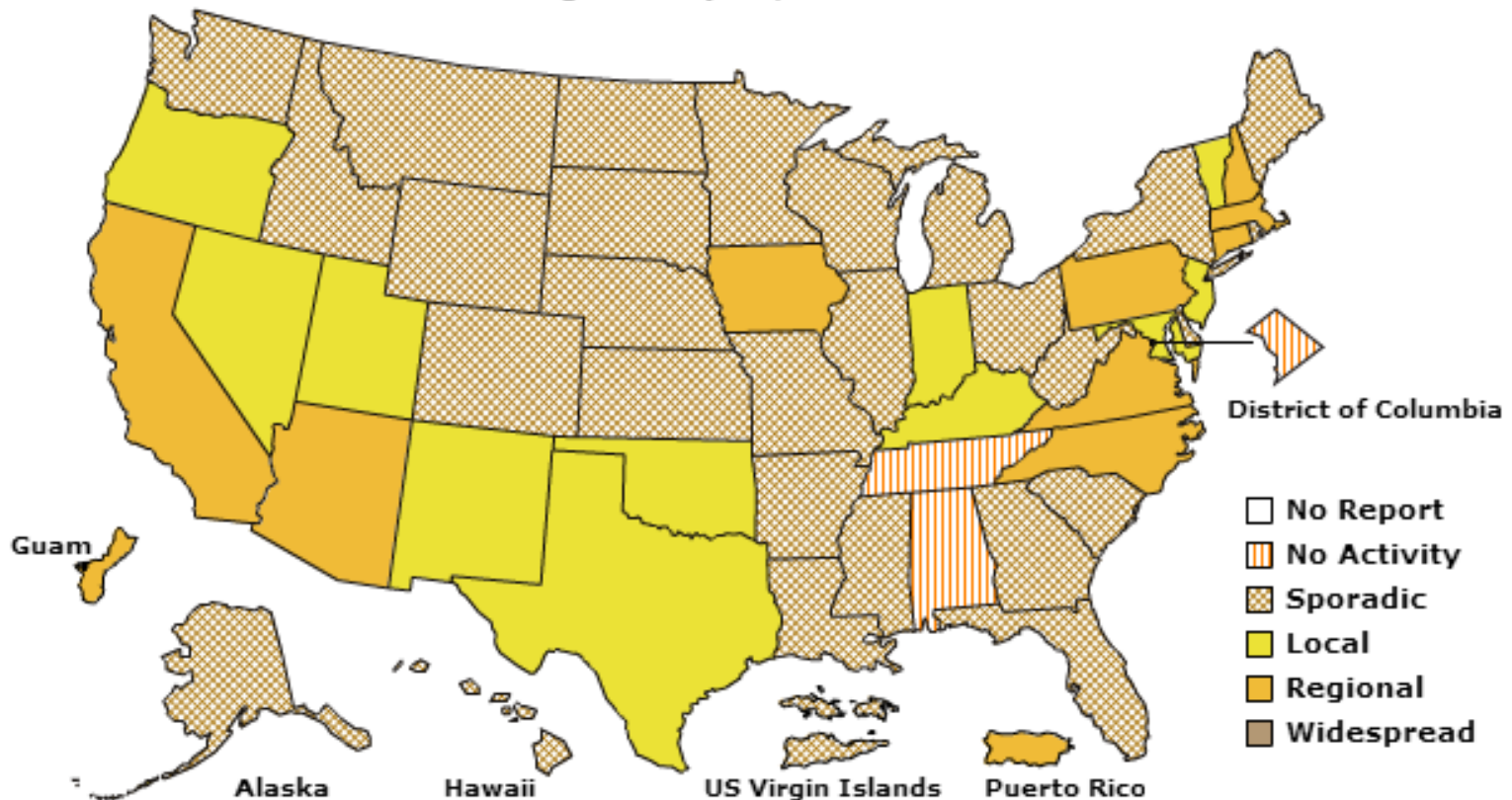


www.cdc.gov/flu/weekly

2015-16 NATIONAL FLU ACTIVITY

A Weekly Influenza Surveillance Report Prepared by the Influenza Division
Weekly Influenza Activity Estimates Reported by State and Territorial Epidemiologists*

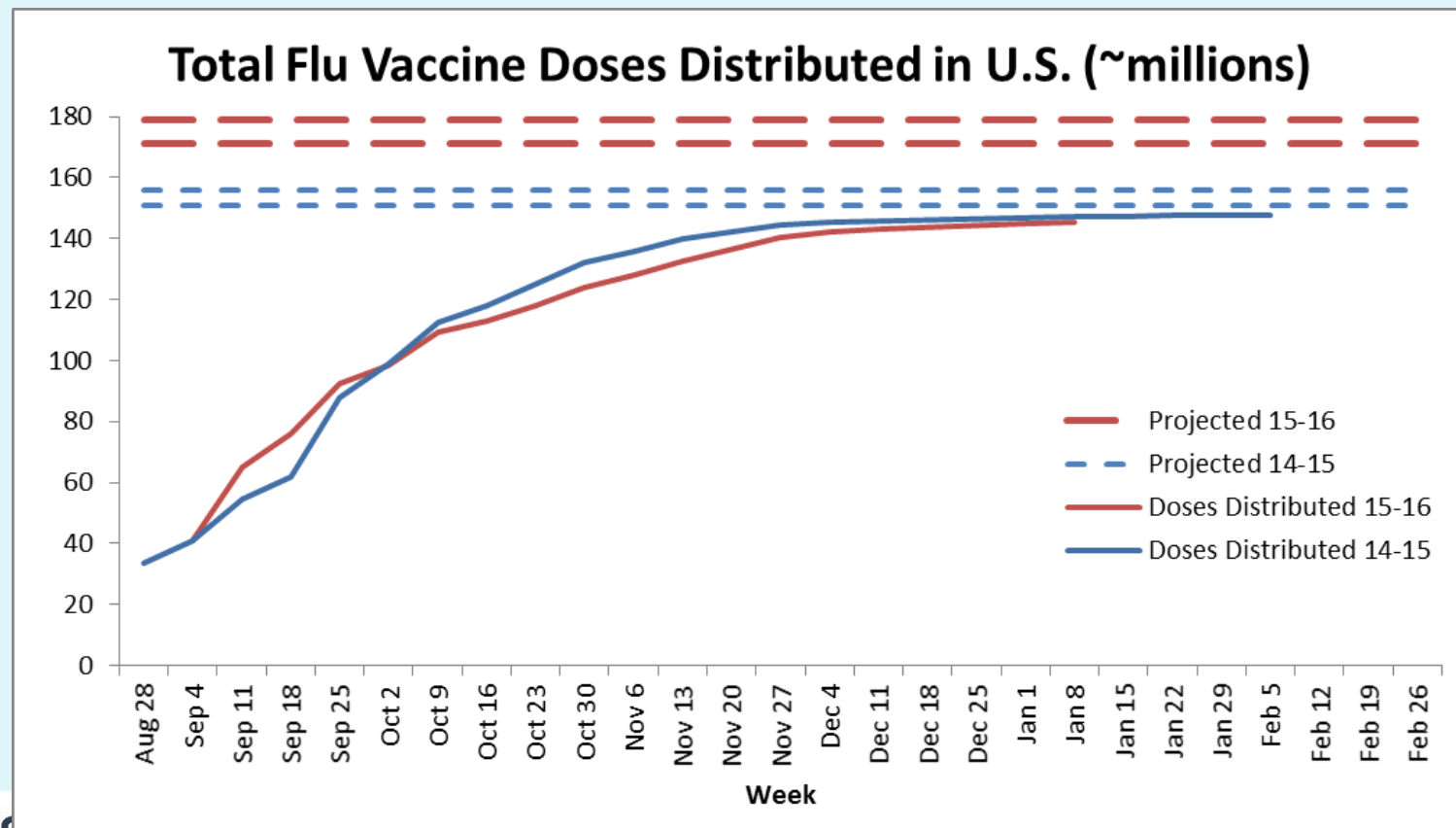
Week Ending January 09, 2016- Week 1



www.cdc.gov/flu/weekly

2015-16 NATIONAL FLU VACCINE SUPPLY

- Project 171-179 million doses to be manufactured
- 145.4 million have been distributed nationally




CHALLENGE PROMOTION & MATERIALS

Courtney
Londo, MA

FLU CHALLENGE WEBSITE

[MDHHS Home](#) [Contact MDHHS](#) [Site Map](#) [MI.gov](#)



 **Michigan Department of Health and Human Services**

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College & University Flu Vaccination Challenge



How does your university stack up?

Join us in a friendly competition this fall and winter. MDHHS is teaming up with colleges and universities to challenge students to get vaccinated against the flu.

By participating in this challenge, your institution will receive access to educational resources and programs, an award of participation, and a chance to win free registration to state immunization conferences. MDHHS will recognize high-performing schools with awards of excellence and announce the results via press release and social media channels.

Ensure your students are in class and ready to learn. Join us to plan a successful vaccination campaign at your institution!

Are you part of the challenge?


Enrolled Schools in 2015-16 Flu Challenge:

- Albion College
- Alma College
- Aquinas College
- Calvin College
- Eastern Michigan University
- Ferris State University
- Grand Valley State University
- Hope College
- Kalamazoo College
- Michigan State University
- Muskegon Community College
- Oakland University
- Rochester College
- Southwestern Michigan College
- University of Michigan
- Wayne State University

Campaign Materials
[Flu Challenge Rules and Regulations](#)
[School Logo Campaign Flyer](#)

Enrollment Materials
[Enrollment Link](#)

Webinars
[July 2015 Kick Off Webinar Slides](#)



www.michigan.gov/flu ->

College & University Flu Vaccination Challenge

ELECTRONIC MATERIALS AVAILABLE

2015-16 Flu Season

College and University Flu Vaccination Toolkit

ARE YOUR STUDENTS PROTECTED?

The Michigan Department of Health and Human Services (MDHHS) and the Centers for Disease Control and Prevention (CDC) encourage college health centers, medical practices, health departments, pharmacists, and other immunization providers to routinely assess the vaccine needs of their young adult patients and make a strong recommendations for vaccination. You are in a unique position to help spread the word about recommended vaccines for college-age students, and MDHHS would like your help. The materials in this toolkit will assist you in promoting the importance of annual flu vaccination to students.

According to data from the Michigan Care Improvement Registry (MCIR), coverage levels among individuals 18-24 years of age are very low – only 10.8% during the 2014-15 flu season.

College/university students are at a unique risk of contracting the flu due to lifestyle factors. Close contact such as dorms, classrooms, public transportation, parties, and sports events make flu especially easy to spread at college. Further, lack of sleep, not eating healthy, and not exercising regularly can weaken the immune system, making these young adults more vulnerable to the flu.

While reaching the college/university student population with important health messages can be difficult to do, it's critical that we protect them from the flu. MDHHS would like to challenge you to ramp up your flu vaccination efforts this season!

Please utilize these materials to drive demand for flu vaccine at your campus today! If you have any questions about this toolkit, contact Courtney Londo, Adolescent and Adult Immunization Coordinator, at londoci@michigan.gov or Stefanie DeVita, Influenza Epidemiologist, at devitas@michigan.gov.

ARE YOU PART OF THE CHALLENGE?

Join us in a friendly competition this fall. MDHHS and Alana's Foundation are teaming up with colleges and universities to challenge students to get vaccinated against the flu.

By participating in the [2015-16 Flu Vaccination Challenge](#), your institution will receive access to educational resources and programs, an award of participation, and a chance to win free registration to state immunization conferences. MDHHS will recognize high-performing schools with awards of excellence and announce the results via press release and social media channels.

Find out more at www.michigan.gov/flu (click on "College and University Flu Vax Challenge").

*Reporting of adult immunization data into MCIR is strongly recommended and is considered an immunization best practice. Adult immunization coverage levels may be under-represented in MCIR due to lack of reporting.

IN THIS KIT:

- Strategies to increase rates.....2-4
- Personal story, Niko Yaksich.....2-4
- Key messages.....5
- E-mail templates.....6-7
- News release templates.....8-9
- Social media messages.....9-10
- Websites and resources.....5, 8
- Posters and flyers.....Attached

FLU AND YOU: KNOW YOUR RISKS POSTER

- Include information about your clinics' dates, times, and locations
- Add your organization's contact information and website
- To customize this poster, e-mail Courtney Londo at londoci@michigan.gov

Why get a flu vaccine?

Ask Niko Yaksich of Michigan.



Even healthy people can get the flu and it can be very serious. This year and every year, get vaccinated against the flu.

Niko's story

In 2003, I lost my sister Alana to the flu. She was a perfectly healthy young woman. The day that she passed away, I was a little under the weather, but by the end of the day, I was around with me. It was as though she had never been to normal though. As I slept that night, my sister was gone. The doctors said that there was nothing wrong with her brain. By the following night I had lost my sister.

Why get a flu vaccine?

Ask the McCormick family of Michigan.



Even healthy, young adults can get the flu, and it can be very serious. This year and every year, get vaccinated against the flu. It could save a life.

Ashley's story

Ashley McCormick was a 23-year-old nanny. She came home from work one day with a high fever and went to urgent care. Her positive flu test results were returned the next day she went to the emergency room. She quickly became very sick. Ashley's life was in danger.

FLU AND YOU

KNOW YOUR RISKS

Find vaccines near you: vaccine.healthmap.org

- GET VACCINATED TODAY!**
- GETTING SICK SUCKS**
Most people who get the flu are sick for over a week. That's more than 7 days without class, social functions, and even work. You simply can't afford to get sick.
- IT CAN HAPPEN TO YOU**
Lack of sleep, not eating healthy, and not exercising regularly weakens your immune system, making you vulnerable to the flu. Your lifestyle puts you at a unique risk.
- YOU CAN AFFORD TO GET VACCINATED**
Most insurance plans cover the cost of flu vaccine. You can get vaccinated at your primary care provider, local pharmacy, student health center, or local health department. For those who are not covered, it is worth the cost.
- FLU IS EASILY SPREAD**
Close contact such as dorms, classrooms, public transportation, parties, and sports events make flu easy to spread at college.
- FLU IS SERIOUS**
Even healthy people get the flu and it can be very serious. Flu is not the common cold. Every year, healthy young adults become severely sick and some even die from the flu.
- VACCINE: THE BEST PREVENTION**
The single best way to prevent the flu is to get vaccinated every year. While other preventative measures (such as hand washing) are important, the flu vaccine is your best bet.

Contact Your University Health Center or Healthcare Provider Today!

KNOW YOUR RISK • KNOW THE FACTS • GET VACCINATED

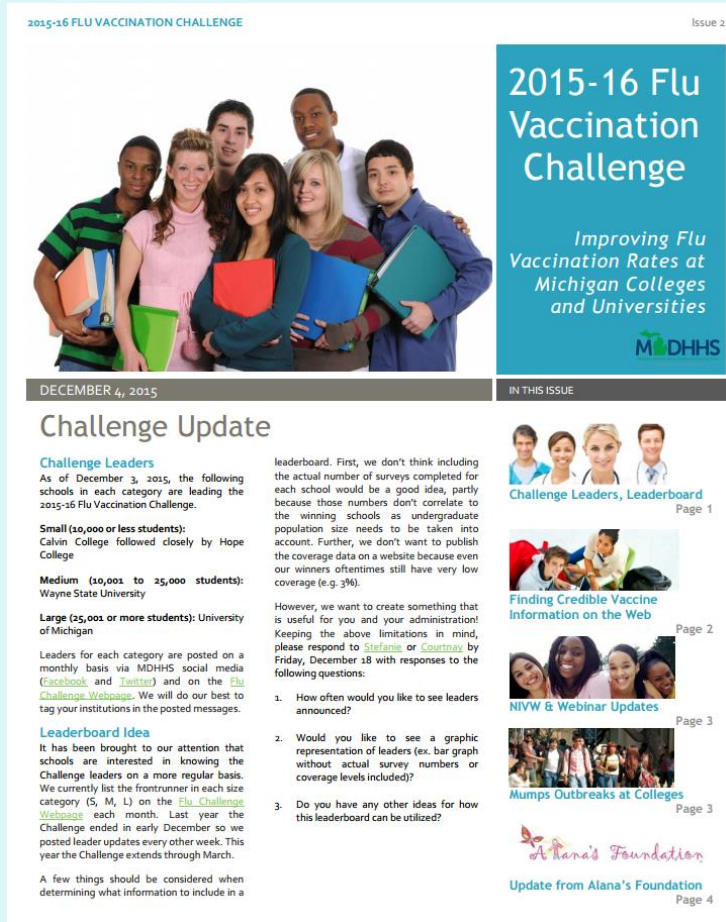
There are other vaccines you may need to stay healthy, including HPV, Meningococcal, and Tdap. For more information talk to your healthcare provider.

MICHIGAN GOV/TEENVACCINES
MICHIGAN.GOV/FLU

www.michigan.gov/flu ->

College & University Flu Vaccination Challenge

NEWSLETTERS



- Past issues available online
 - October and December
- Future issue – March
- Topics covered:
 - Leader updates
 - Webinar announcements
 - Challenge FAQ
 - Finding credible vaccine information on the web
 - Alana's Foundation update
 - Late-breaking topics, such as mumps outbreaks

www.michigan.gov/flu ->

College & University Flu Vaccination Challenge

Campaign Promo Flyer

- Survey link & QR code →

CAMPUS FLU VACCINATION BATTLE

WHAT

How does your school stack up?
Let us know when you got your flu vaccine to help your school win the challenge!

HOW

www.surveymonkey.com/r/CFC1516

The survey should take less than 1 minute! Visit the link above or scan the QR code on your smartphone.



WHO

Albion College • Alma College •
Aquinas College • Calvin College •
Eastern Michigan University • Ferris State University •
Grand Valley State University • Hope College •
Kalamazoo College • Michigan State University •
Muskegon Community College • Oakland University •
Rochester College • Southwestern Michigan College •
University of Michigan • Wayne State University

WWW.MICHIGAN.GOV/FLU

 Albion College

 ALMA COLLEGE

AQUINAS
COLLEGE

CALVIN
College

EMU

FERRIS STATE
UNIVERSITY

 GRAND VALLEY
STATE UNIVERSITY
FAMILY
HEALTH CENTER

 Hope COLLEGE
HEALTH CENTER

 K
KALAMAZOO COLLEGE

 MICHIGAN STATE
UNIVERSITY

 Muskegon Community College

OAKLAND
UNIVERSITY

ROCHESTER
COLLEGE

SOUTHWESTERN
MICHIGAN COLLEGE

 M
UNIVERSITY OF
MICHIGAN

 W
Wayne State
UNIVERSITY

QR CODE USE

<https://goo.gl/x1GpC9>

<https://www.surveymonkey.com/r/cfc1516>

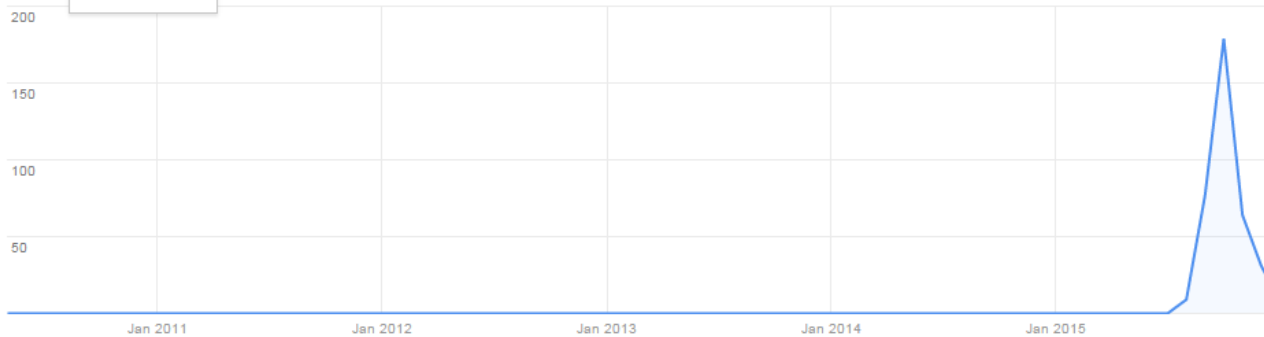
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Total Clicks

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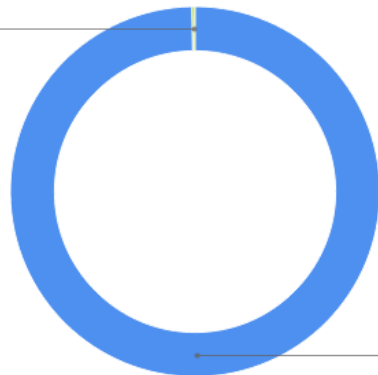
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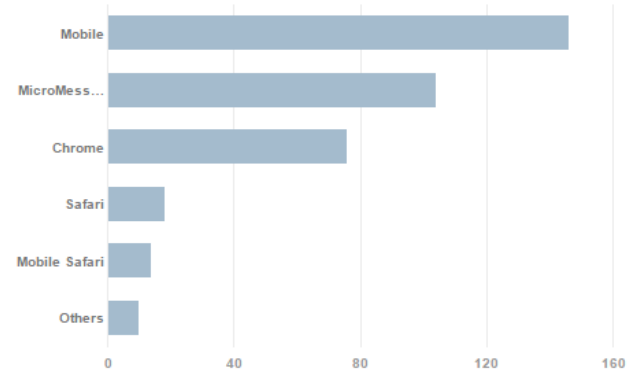
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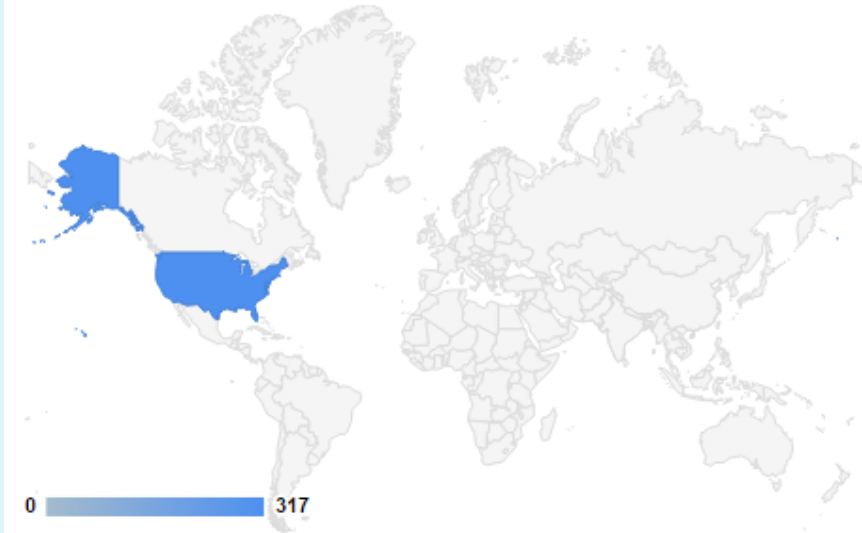
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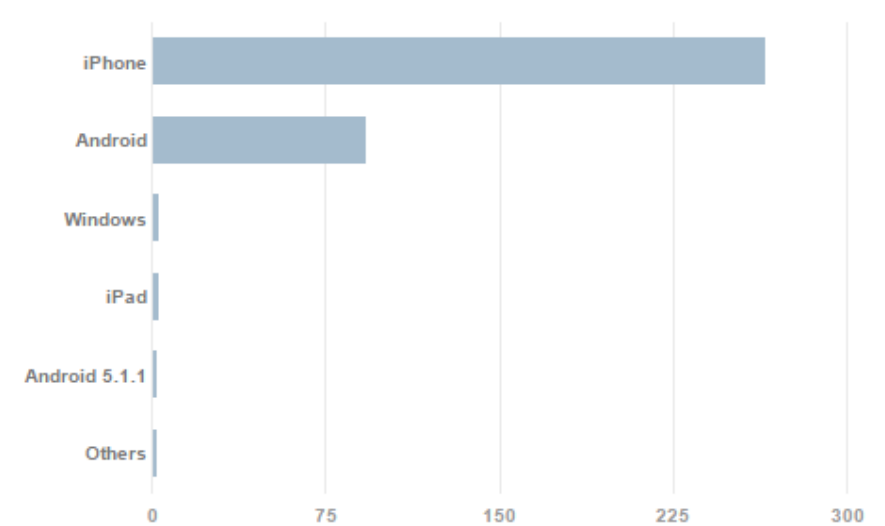


QR CODE USE

Countries



Platforms

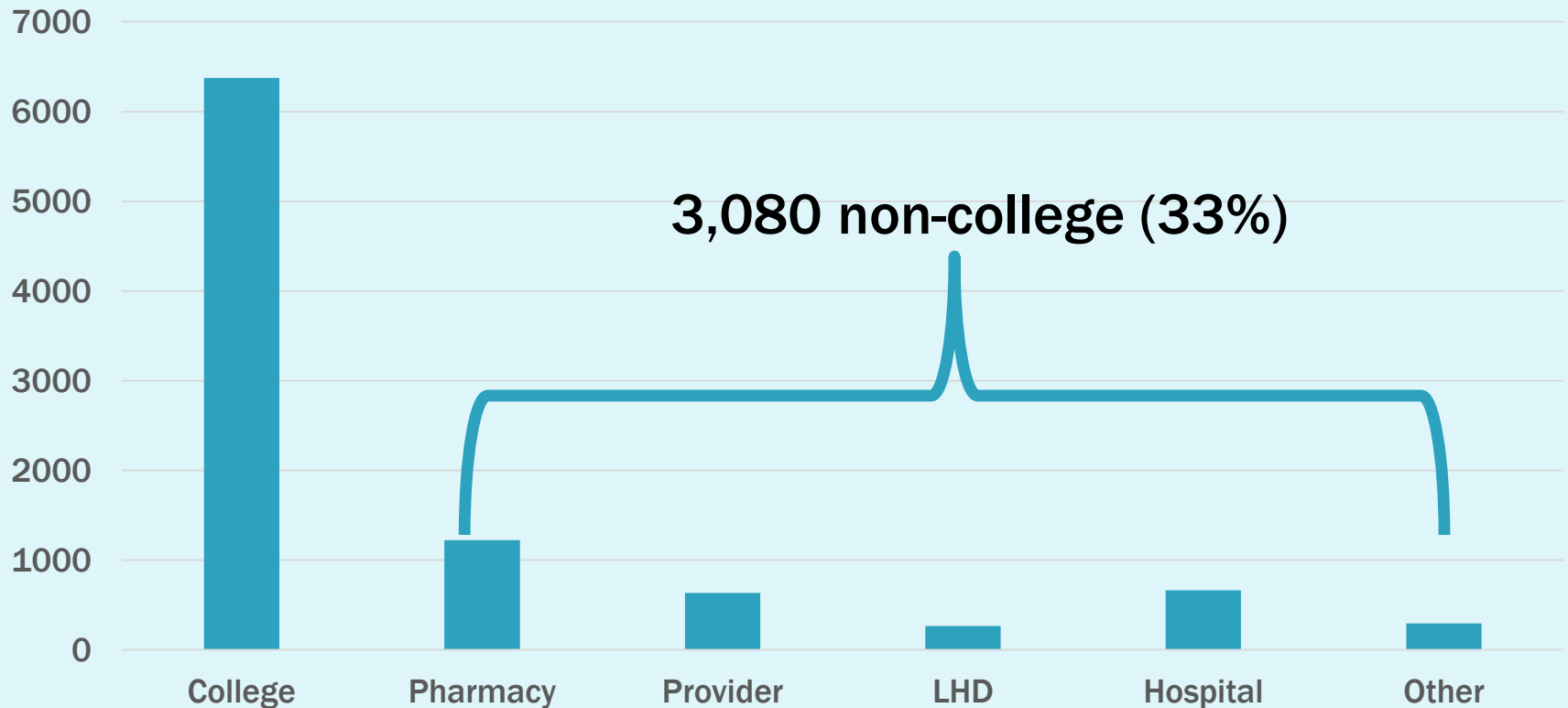


PROGRESS UPDATE

Stefanie
Cole, RN,
MPH

SELF-REPORTED FLU VACCINATION SURVEY DATA – LOCATION

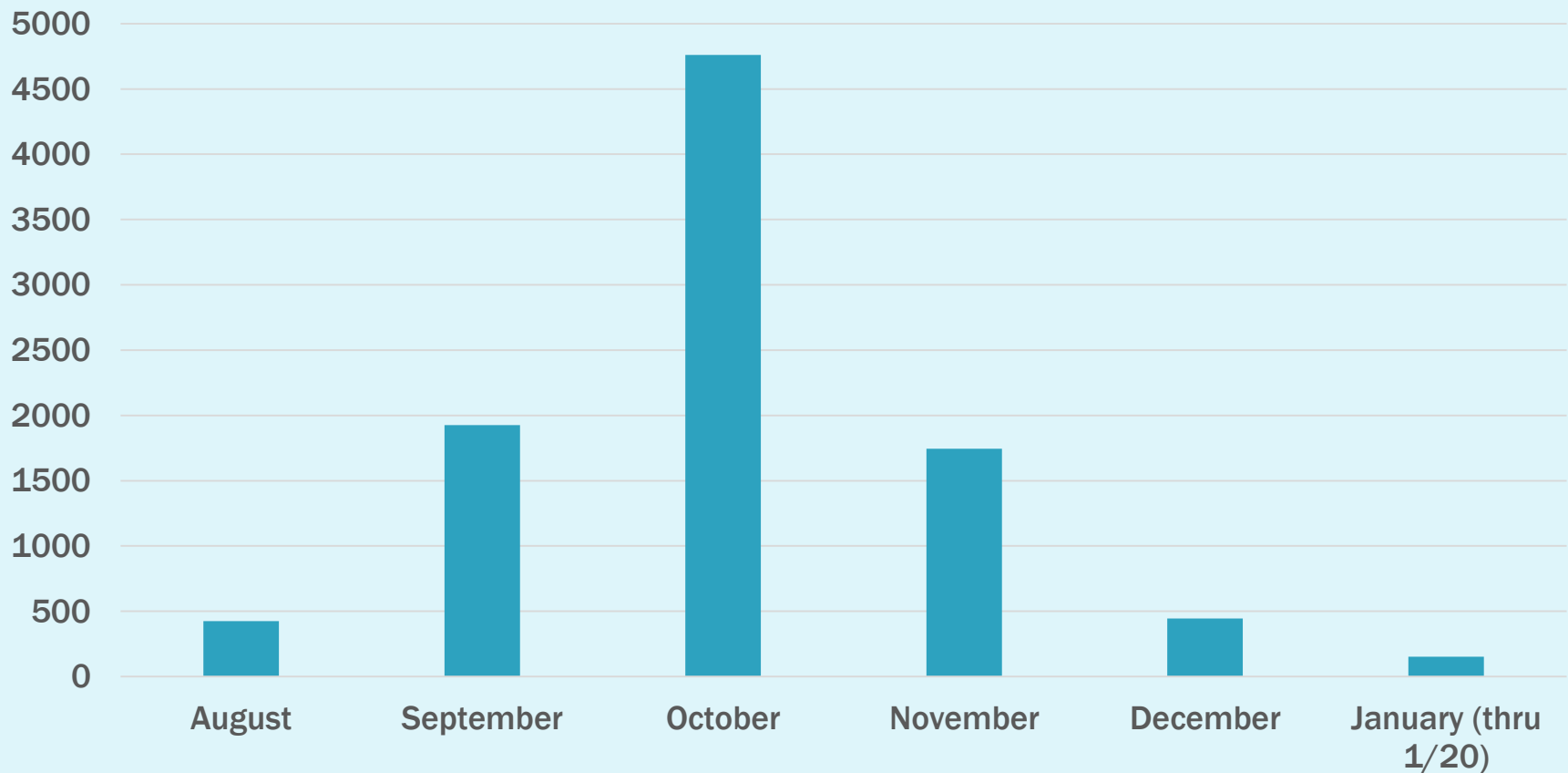
Self-reported Flu Vaccines by Location Administered



As of Jan. 20

SELF-REPORTED FLU VACCINATION SURVEY DATA – MONTH

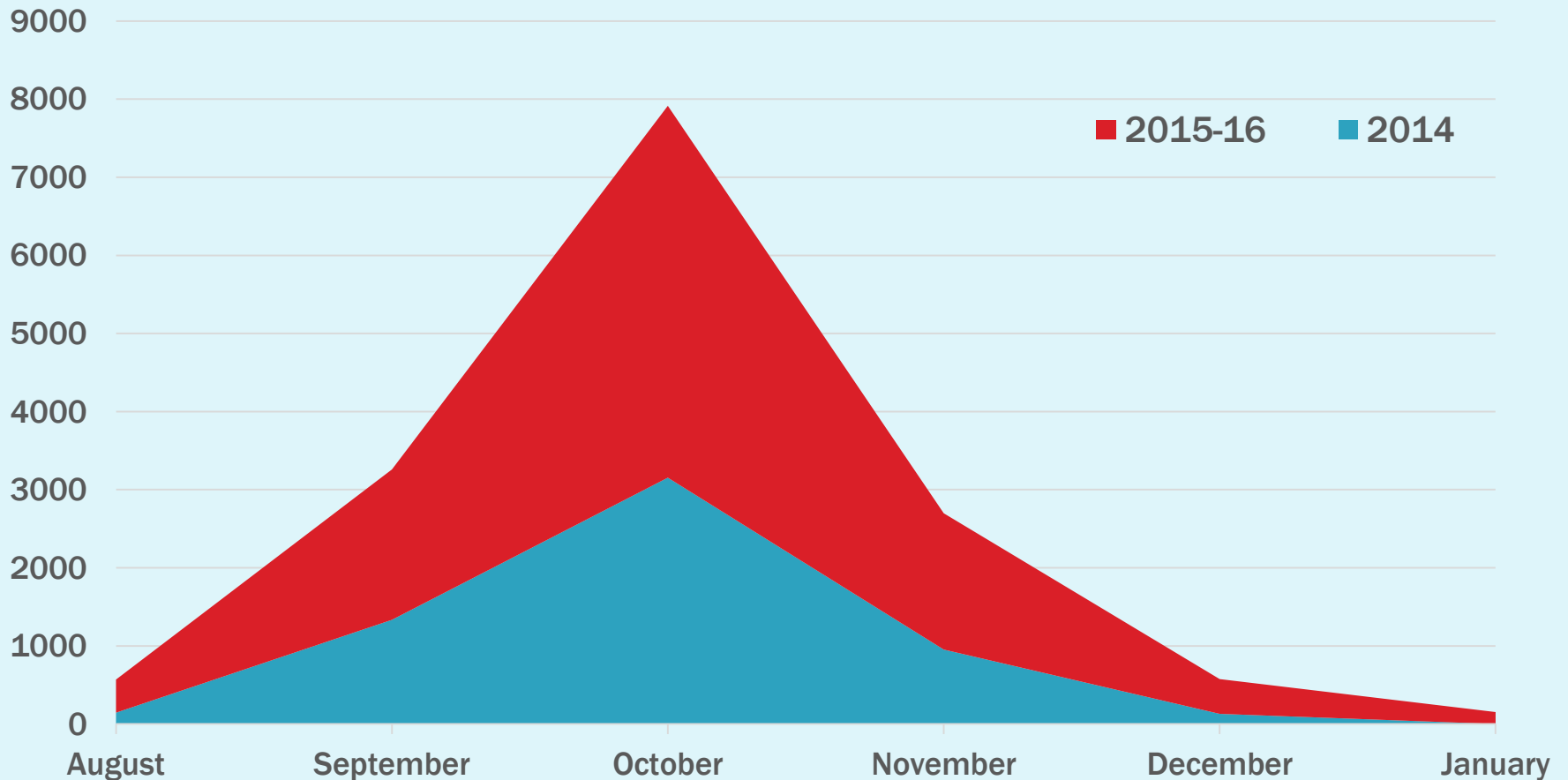
Self-reported Flu Vaccines by Month, 2015-16



As of Jan. 20

SELF-REPORTED FLU VACCINATION SURVEY DATA – MONTH

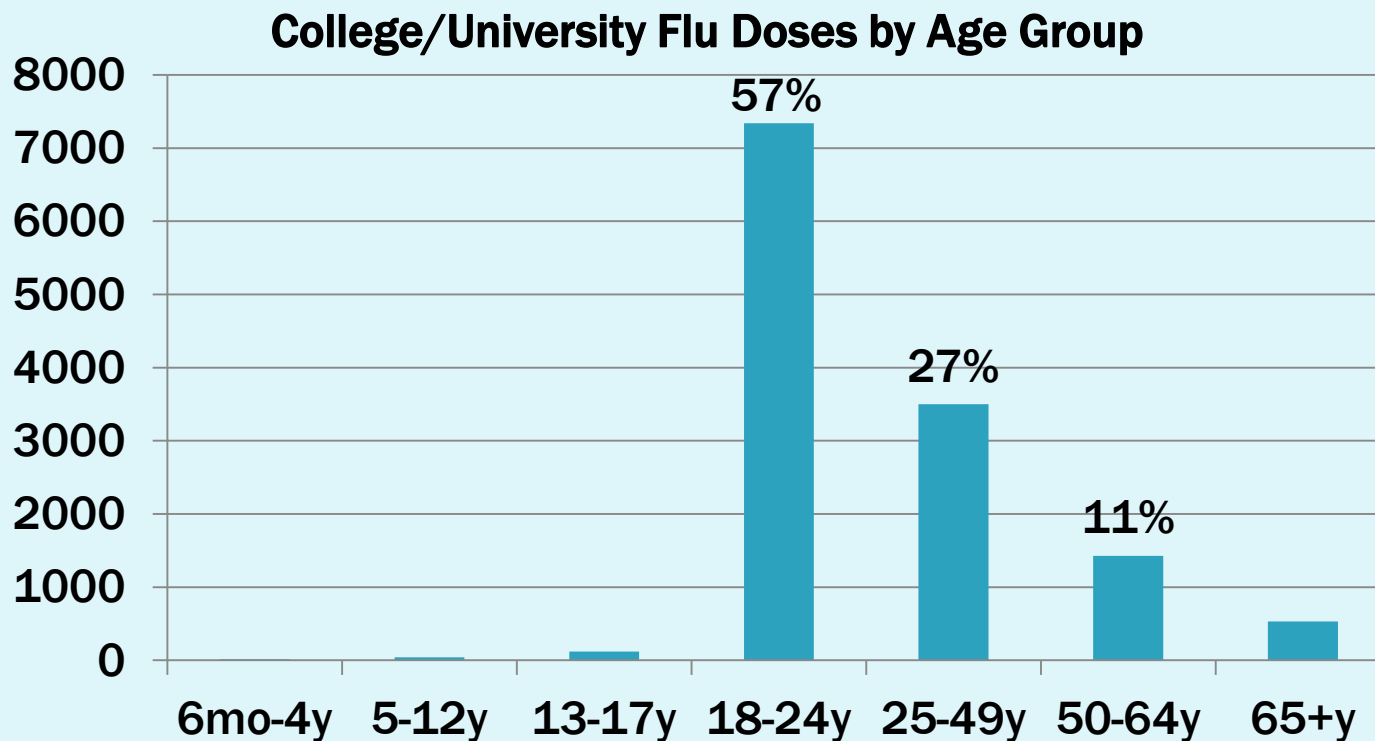
Self-reported Flu Vaccine by Month, 2014 vs. 2015-16



As of Jan. 20

MCIR DATA

- 12,967 flu doses administered by “College/University Clinic” + Albion, Alma, Wayne State

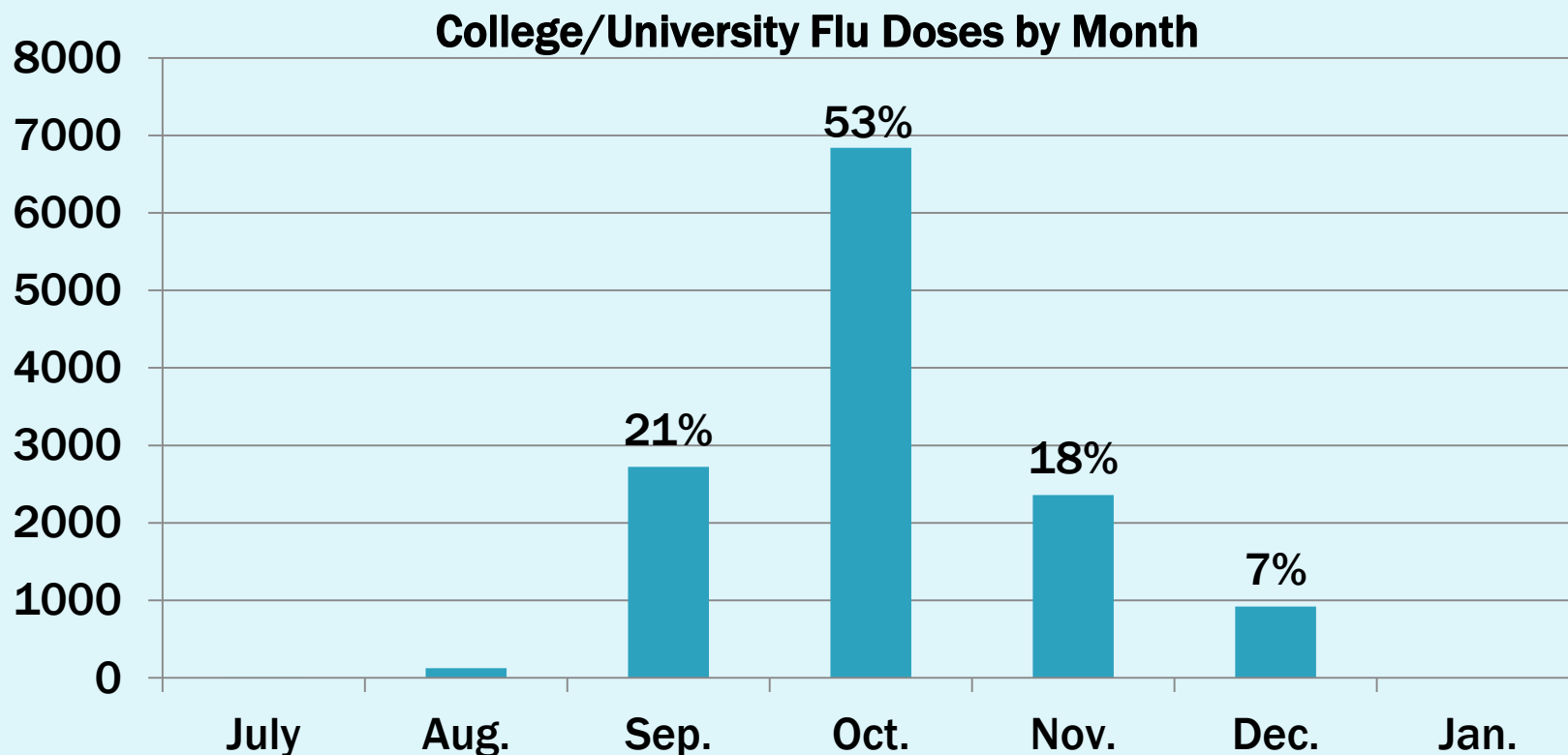


- Age range: 1-93 years, average age 29.7 years, median 23

MCIR Data as of Jan. 11

MCIR DATA

- 12,967 flu doses administered by “College/University Clinic” + Albion, Alma, Wayne State



MCIR Data as of Jan. 11

MCIR DATA

12,967 flu doses administered by colleges

11,963 (92%) have MI listed as state

874 (7%) have state other than MI listed

130 (1%) have no state listed

11,865 (99%) have MI county

98 (1%) have no county

45 states + DC, Manitoba, Ontario

MCIR Data as of Jan. 11

MCIR DATA

7,340 flu doses administered by colleges to persons 18-24 years

**6,507 (89%) have MI
listed as state**

**737 (10%) have state
other than MI listed**

**96 (1%) have
no state listed**

**6,455 (99%)
have MI county**

**52 (1%) have
no county**

**45 states + DC,
Manitoba, Ontario**

MCIR Data as of Jan. 11

MOVING FORWARD

Courtney
Londo, MA

CAMPAIGN SPECIFICS: DETERMINING WINNERS

- Enrolled institutions will be categorized into small, medium, and large institutions based on undergraduate student population size.
 - Small: 10,000 or less students
 - Medium: 10,001 to 25,000 students
 - Large: 25,001 or more students
- The institutions (small, medium, and large) with the highest percentage of flu vaccination coverage (number of students who took the survey divided by the undergraduate student population) will win the challenge.

CAMPAIGN SPECIFICS: DETERMINING ADDITIONAL WINNERS

- MCIR awards will also be given to health centers with:
 - The largest number of flu vaccine doses administered and documented in MCIR (entire season and late season) – small, medium, large awards
 - The most improvement in the number of doses administered as compared to MCIR data from the 2014-15 flu season – one award
- MCIR award winners will be announced in May
- An innovative champion award will be given an institution with the best late-season flu vaccination efforts during January-March, 2016
 - MDHHS will distribute an online nomination form to all enrolled institutions
 - Self-nomination process
 - The award winner will be determined based on nominations received and voted upon by MDHHS and Alana's Foundation
 - Innovative champion award will be announced in May

2015-16 TIMELINE

- **January – Webinar, continue Flu Challenge activities and momentum**
- **January-March – Innovative champion activities**
- **March – Newsletter**
- **April-May – Webinar (April) recognize award winners for overall Challenge & additional awards, present trophies (May), 2015-16 Flu Challenge Evaluation**

MDHHS UPDATE

AIM BULL'S-EYE AWARD

- MI is Association of Immunization Managers (AIM) 2016 Bull's-Eye Award Recipient for College Flu Challenge
- Award for Innovation and Excellence in Immunization presented to 3 state immunization programs in recognition of outstanding immunization initiative
- MI will present on Flu Challenge at AIM Conference in February





ALANA'S FOUNDATION UPDATE

www.alanasfoundation.org

JoAnna
Yaksich

UPDATE FROM ENROLLED SCHOOLS

Questions?

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Stefanie: ColeS4@michigan.gov